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Call to Artists for Downtown Benson Mural

6-10-20

The Town of Benson, through the Benson Art Advisory Board, has announced a Call to Artists for a wall mural in downtown Benson. This opportunity is currently open to all mural artists or artist teams.

The Benson Downtown Mural Program is the first project of the Benson Art Advisory Board. This board, appointed by the Benson Board of Commissioners, will oversee the creation, review, and approval of mural requests. This mural opportunity is made possible by Johnston County Visitors Bureau through occupancy taxes collected from Benson hotels.

The mural wall will be located on the west-facing wall of the old Benson Drug Store, a building now owned by Neighbors & Associates

Artists are asked to submit concepts that focus on Benson history. The purpose of the wall is to support the arts community while offering an interactive space for residents and visitors to the area. **See attached documents in this packet for more information about the project.**

For submission guidelines, you can also visit:
https://www.townofbenson.com/2286/Art-Advisory-Board

Entries must be submitted no later than July 15, 2020. For more information, contact Tyler Douglas with the Town of Benson at tdouglas@townofbenson.com or call (919) 894-3553 ext. 245.

TOWN OF BENSON HISTORIC DOWNTOWN MURAL INITIATIVE

CALL TO MURAL ARTISTS

LOCATION

Benson, North Carolina United States of America

SUMMARY

The Town of Benson, North Carolina and the Public Arts Advisory Board are kicking off their Historic Downtown Mural Initiative with its inaugural mural project. Benson's Downtown Mural Initiative will produce at least one mural a year for the next 3 to 5 years. We believe that art can be transformative and the impact of community mural making has value way beyond the art on the walls. It is a form of expression that gives voice to what is important in our community and will drive economic vitality in our community's historic downtown area. Our inaugural mural project will set the standards for future murals.

PLEASE THOROUGHLY READ THE INFORMATION BELOW BEFORE PROCEEDING TO THE APPLICATION FORM

ELIGIBILITY

Open to all artists. Must be 18 years or older to apply.

DEADLINE FOR APPLICATIONS

July 15, 2020

PROJECT SUMMARY

We are seeking an artist or artist team to create a mural on the west side of the William Neighbors building on 104 E. Main Street, Benson, NC (see picture below) The Neighbors building, which has been newly renovated offers a very visible corner to the hub of local activity for shopping, dining, and its location near the library, brewery, and bakery is ideal for the town's first mural.

Approximately 11,000 cars a day drive by this prominent building and the message of “Welcome to Benson” will set the tone for those entering the town and for future mural projects. The selected artwork should consider the themes of a Benson Postcard welcoming visitors, with use of images such as outdoor parks, local historical or nostalgic images, trains, festivals, or variations of these themes. The artwork should also be of a creative nature to serve as an Instagram photo-op for visitors. The mural does not need to express all words of the theme, but can embody any of the above thematic paths.

ABOUT THE TOWN OF BENSON

Founded in 1887, the Town of Benson was built around the new railroad station, and merchants soon opened to create a thriving Main Street. Today that 7-block main street runs from US 301 and Highway 50 to the intersection of I-95 and Highway 242. Buildings that date back to the early 1900s continue to offer retail, dining, business and professional services, and entertainment to local citizens and the surrounding communities. Benson has a strong parks and recreation program, community arts, and several annual festivals. The oldest in the county, the State Singing Convention, a gospel music competition is celebrating 100 years in 2020. The largest festival, Benson Mule Days, started in 1959 to honor the hard working farmers and the “beast of burden,” the mule. More information and inspiration may be found at the Benson Museum of Local History, where the photo archives will be accessible for artists selected for this mural project.

Want to learn more about Benson and get inspiration? Check us out on social media! Facebook **and** YouTube

BUILDING PHOTO

The surface of the wall is a white painted brick, with total wall dimensions, or area for the proposed mural is the section closest to Main Street and is approximately 27’ feet wide by 12’ feet tall. The mural would fit best within the entire wall dimensions.

2020 PROJECT TIMELINE/SCHEDULE

July 15, 2020 - Applications/submittals due

July 1-15, 2020: Submittal reviews by Public Arts Advisory Board, town staff and council

July 16-31, 2020: Mural selection A finalized sketch of the winning design is due at least two weeks prior to the beginning of painting. Final sketch will be reviewed by committee to ensure project meets desired outcomes.

August/September 2020: Painting will take place (exact dates are flexible within this timeframe and will be negotiated with individual artist).

COMPENSATION:

You'll be asked to enter your estimated expenses for the material cost of paint and compensation for the artist(s) time, on the Artist Application form as directed. The selection committee will consider mural cost as part of the mural selection criteria. The selected Artist will be required to execute an agreement detailing terms of the Artist engagement.

HOW TO APPLY

To apply, please fill out our Mural Application Form online by visiting

http://townofbenson.com/2286/Art-Advisory-Board

Include with Application the following items:

- Application Form
- Portfolio consisting of at least 2 previous work samples—mural work samples preferred—and reference information
- Detailed Sketch and/or colored replica of proposed mural art work If you have questions about the application, please email Tyler Douglas at tdouglas@townofbenson.com

SELECTION PROCESS

The Selection Committee will select the winning design based on the following list of criteria:

1 - Artistic quality of submitted designs and past work samples

2 - Appropriateness of artwork in scale and imagery to be visually effective

3 - Relevance to the applicable themes as listed in the project descriptions

4 - Instagram opportunities for community engagement

5 - Mural cost, although not a top factor in the selection of the mural, will be considered in the selection process

Mural Initiative Application

First Name _____

Last Name _____

Company (if applicable) _____

Mailing Address _____

City _____

State. _____ Zip Code _____

Phone # _____

Email _____

This email will be used to receive official notifications for status updates and renewals.

Attach Proposed Mural Idea for Project

Give a short summary of the proposed mural design:

_____

_____

_____

_____

_____

Please tell us, briefly, what interests you in the Benson Historic Downtown Mural Initiative?

_____

_____

_____

_____

_____

Attach your Resume (Accepted file types: doc, docx, pdf, txt)

Attach Samples of Work (prefer at least 2 Images) (jpg, png, gif, tif, pdf)

Please provide a description of each sample of work (Title/Date/Medium/Size/City/or Site Specific)

Cost Estimate: _____

Signature: _____

Date: _____

Applications and resumes must be mailed to P.O. Box 69, Benson, NC 27504, hand delivered to 303 East Church Street, Benson, NC 27504 or emailed to Tyler Douglas at tdouglas@townofbenson.com. The Town of Benson is an equal opportunity employer.